Special Report

Mary Anne Erickson

Marketers look to local medium

By Lisa Phillips

The timing is crucial for the outdoor advertising industry: Just as ad spending dips to new lows in tobacco and liquor, national package-goods marketers have begun to shift advertising emphasis to regional markets.

"We think the classic consumer products companies are looking for an alternative medium because of the decline in television viewership and the rising TV costs," says Pat Wheeler, director of advertising and PR at Gannett Outdoor Group and Outdoor Network, New York.

In outdoor, that shift is to middle-and-smaller markets, where local sales have always been strong. Those markets fared better in 1986 than did large outdoor markets such as Chicago and Los Angeles, where national advertisers cut back on ad spending.

Major marketers including Campbell Soup Co., Chiquita Brands, Del Monte Corp., and Nabisco Brands are using outdoor boards to target consumers on their way to the supermarket; for many consumers it's the last advertising message they see before entering the store.

Top 1986 outdoor categories
($ millions)

	Revenues
Cigarettes, tobacco	$304.2
Beer, wine & liquor	100.5
Travel, hotels & resorts	93.5
Business & consumer services	91.8
Retail	83.7
Automotive, accessories & parts	81.6
Entertainment & amusements	58.9
Publishing & media	58.9
Insurance & real estate	52.7
Drugs & remedies	18.0

Source: IOA estimates based on Leading National Advertisers

Clothing marketers, among them Reebok International and Jantzen, and department store chains such as R.H. Macy & Co., and J.W. Robinson Co., are using outdoor boards, bus shelters and transit posters to target local markets.

"Our [national] clients are saying that targeting local markets is more cost-efficient," says Richard Asch, president of Asch Advertising, New York. "They feel their national advertising is developing lots of waste circulation."

Alice Vantrease, president of Creative Marketing Services, a tracking service for out-of-home co-op advertising in Augusta, Ga., sees a "natural evolution in the sales promotion cycle," where national advertisers such as Burger King and McDonald's Corp., are using more outdoor advertising to promote tie-ins on local levels.

Some of the out-of-home ad industry's best

(Continued on Page S-2)

Package goods move up

(Continued from Page S-1)

news of the year came from Congress, and the defeat, in March, of an attempt to change the language of the Highway Beautification Act of 1965. Earlier in January, the House of Representatives passed the Surface Transportation Act of 1987, H.R. 2, a four-year funding bill that retained many of the rights of compensation guaranteed to outdoor board owners in the 1965 highway bill. A bill introduced by Sen. Robert T. Stafford (R., Vt.), in 1986, which would have banned all new or replacement outdoor boards—an act that would ultimately eliminate all outdoor advertising—didn't make it to debate; another bill, S. 387, also proposed by Sen. Stafford, which would have restricted construction of outdoor boards in "environmentally sensitive areas," was defeated in February by a 57 to 40 vote.

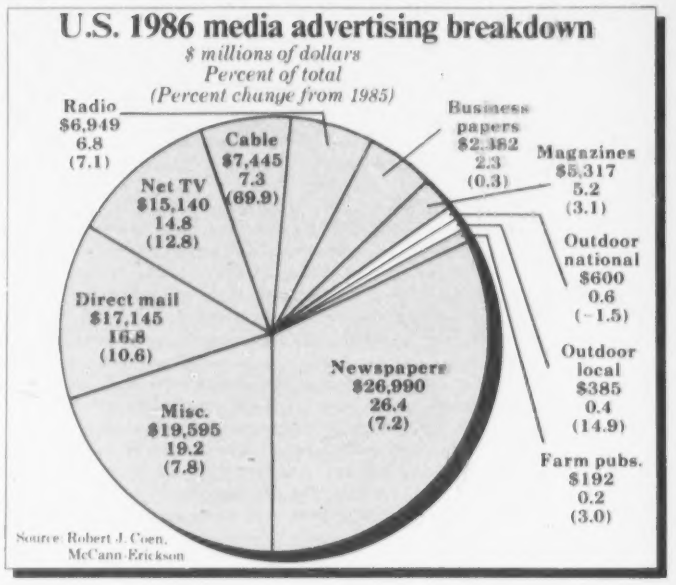
Although the Outdoor Advertising Association of America, Washington, doesn't expect another fight at the federal level this year, an OAAA spokesman says the controversy has transferred to the state and local levels; San Diego, Seattle and Portland, Ore., recently banned new outdoor boards and restricted on-premise signage.

To date, four states and several communities, primarily around famous resort areas have banned or restricted the placement of outdoor boards.

The outdoor industry also faces challenges from within. The long-anticipated crash in tobacco and liquor ad spending left the 30-sheet industry with soft sales in 1986—up only 4.4%, to $1.28 billion—an increase that fails to reflect the 6% to 8% industrywide rate hike in 1986.

According to Dave Rouatt, VP-marketing for Gannett Outdoor, the outdoor industry will see only 3% to 6% sales growth again this year.

However, Mr. Rouatt estimates 6% to 10% sales increases in 1988, as technological advances take hold and national advertisers become more familiar with outdoor's creative and marketing possibilities.



In the past year, Gannett doubled the marketing staff for itself and the Outdoor Network USA, a consortium of 36 outdoor companies led by Gannett. Last spring Outdoor Network USA also broke a $1.8 million self-promotion out-of-home ad campaign in the top 10 U.S. markets.

Outdoor co-op advertising reported sales of $58.5 million in 1986, a 100% increase over 1985's $29.2 million, says Ms. Vantrease. Along with co-op's phenomenal sales, the number of brands advertised on outdoor boards jumped to 2,553 from 1,206 in 1985.

In the first four months of 1987, CMS tracked $32 million in co-op sales at local levels, although 1987 first quarter sales in the co-op market were flat, Ms. Vantrease says. April sales figures show a 20% increase over the same period in 1986.

Despite increased spending, the flood of new co-op advertisers caused a decline in the overall share of market for traditional leading categories—automotive, beverages and fast food.

Much of the boom comes from the trend among national advertisers to give their local sales or marketing staff more power over local media buying.

"Even dealing with national companies like National Distillers, more and more there's a local marketing person who makes the decisions, no matter who I call on [at the company's headquarters]," says Connie Barry, president of TranStop Inc., a Minneapolis-based bus-shelter media company. The U.S. Postal Service has a separate marketing manager in each of its regions, with the power to make all media buying decisions for that area, she says.

The eight-sheet outdoor industry also is experiencing a spending boomlet. Sales in the mostly urban medium climbed 7.7% in 1986 to $112 million, from 1985, says Ronald Waggener, executive director of the Eight-Sheet Outdoor Advertising Association, Independence, Mo.

Last year national sales accounted for 45% of eight-sheet advertising; the ESOAA does not keep records for local sales, which accounts for the remaining 55%. Package goods, especially those targeted to Hispanics and blacks, marked the sharpest increases: food products increased 153%, personal care rose 30.8%, and miscellaneous—including healthcare services and other package goods—shot up 260%, Mr. Waggener says. Liquor, beer and tobacco advertising rose a more modest 25%, 21.4% and 24%, respectively.

Bus-shelter advertising hasn't been adversely affected by the slowdown in tobacco and liquor ad spending, chiefly because the industry has always pursued other advertisers and categories, says Ms. Barry. TranStop hasn't had a tobacco advertiser for the past two years, she says.

The company's first quarter sales hit record levels, up 64% over the same period last year, along with a 50% increase in inventory.

However, bus shelters form

(Continued on Page S-4)

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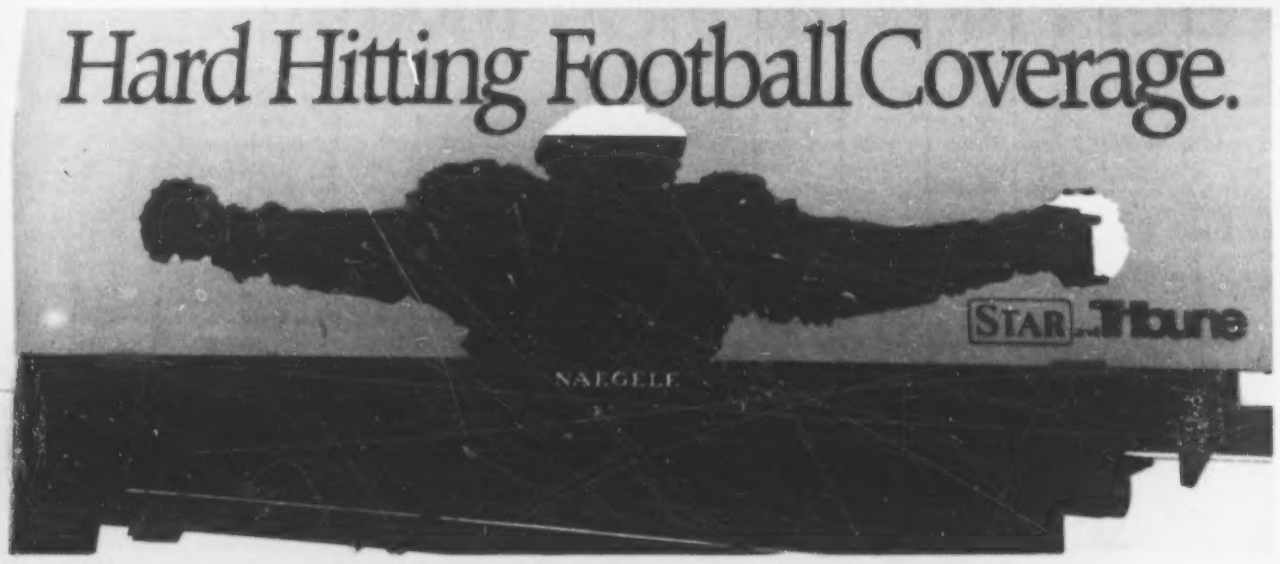

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Package

(Continued from Page S-2)
only a small part of the overall out-of-home industry, and aren't located yet in all top 50 U.S. markets. Annual sales are estimated between $15 million and $20 million for all shelter advertising, Ms. Barry says.

Winston Network, New York, owning the largest share of the out-of-home market, is undergoing its own revolution. Company executives bought the out-of-home leader from the Winston family last December for an undisclosed amount, and Craig Heard, former exec VP, is now president.

Although first quarter 1987 sales were soft, second quarter figures are 100% ahead of last year's second quarter, which hit $105 million, says Helene Goldfine, VP-director of marketing.

Winston, now in 55 transit markets and representing seven of the nine U.S. rail systems, also manages telephone kiosks in New York, bus shelters and taxis in several markets, and is expanding its eight-sheet boards to reach a broader audience.

"We think eight-sheets are the future," says Ms. Goldfine. "In transit advertising, you can't sell more buses than are on the streets, but you can always add more boards."

Citing a recent study conducted by New York-based Simmons Market Research Bureau, Ms. Goldfine sees further industry growth in the synergy between out-of-home and other media—in this instance, television, using recall tests for the marketer of a nationally known nasal spray.

In Cleveland, the test market, bus cards supported TV spots in a 45-day test; recognition of the brand went from 3% before the test to 28% after. In Pittsburgh, the control market, only TV ads ran—using the same campaign and the same schedules as in the test market; brand recognition for the nasal spray went from 4% pre-test to 0% after 45 days

(Continued on Page S-6)

Top growth categories in outdoor revenues

($ millions)

	1986	1985	1984	% 2-yr. growth
1. Healthcare	$29.0	$19.9	$8.3	249%
2. Food stores	14.9	10.6	5.2	185
3. Gas dealers	5.4	3.5	2.3	135
4. Car dealers	62.2	46.9	34.2	82
5. Hotels & resorts	67.3	54.1	42.5	58
Area resort promotion	12.2	3.5	3.5	249
6. Department stores	3.9	3.6	2.5	53
7. Financial	53.9	50.4	35.8	51
Banks	40.1	38.6	27.3	47
Brokers	1.0	.8	.5	87
Savings & loan assns.	9.5	7.3	5.5	74
8. Real estate	35.1	33.4	26.0	35

Source: IOA estimates based on Leading National Advertisers

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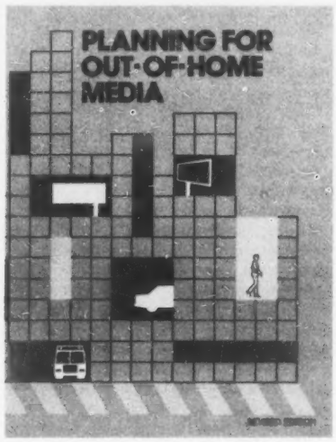

By Ken Sammon, President, Traffic Audit Bureau

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Finding a home for out-of-home—Clios taking step to solve dilemma

By Richard Edel

This weekend, The Clio Awards in New York will present more than 200 awards for outstanding creative advertising. In place of the single traditional poster category, two awards will be given for standard and non-standard out-of-home advertising.

Splitting the poster category is the first step in testing the potential of creating a separate competition for out-of-home, says Nancy Ross, Clio's VP for U.S. competition. The poster category now falls under print media, which competes along with TV, cinema and cable; radio; package design; and specialty advertising.

"There's always the possibility that out-of-home could become its own competition, but it takes time to do these things," Ms. Ross says. "I don't foresee it next year."

Standard outdoor includes 30-sheet printed posters and painted bulletins, while non-standard is all other out-of-home advertising such as smaller posters, transit, bus shelter, eight-sheet.

The odd thing about including outdoor in the print competition is that painted bulletins are not even printed pieces, says Joel Byron, Chicago-based marketing support manager for Scranton, Pa.-based Patrick Media Group. Mr. Byron first called attention to problems with the poster awards when a print ad that evolved from outdoor boards created by Chiat/Day, Los Angeles, for Nike athletic shoes won a Clio last year.

"After that I was up in arms," Mr. Byron says. "I felt it was a terrible injustice. There was not even a vague reference to the outdoor campaign that fathered the Nike print ad."

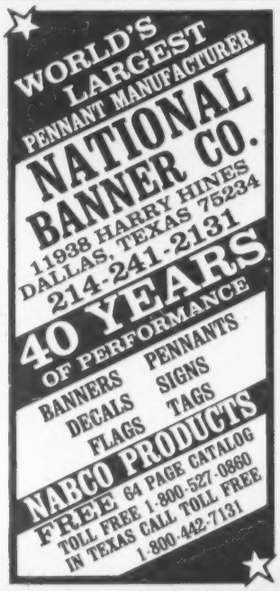
So Mr. Byron began writing letters and talking to executives at Gannett Outdoor Group, New York, and Patrick. "Under the print competition, outdoor is a separate sister," Mr. Byron says. "The only way outdoor will achieve parity with other forms of advertising is if we get our own separate competition."

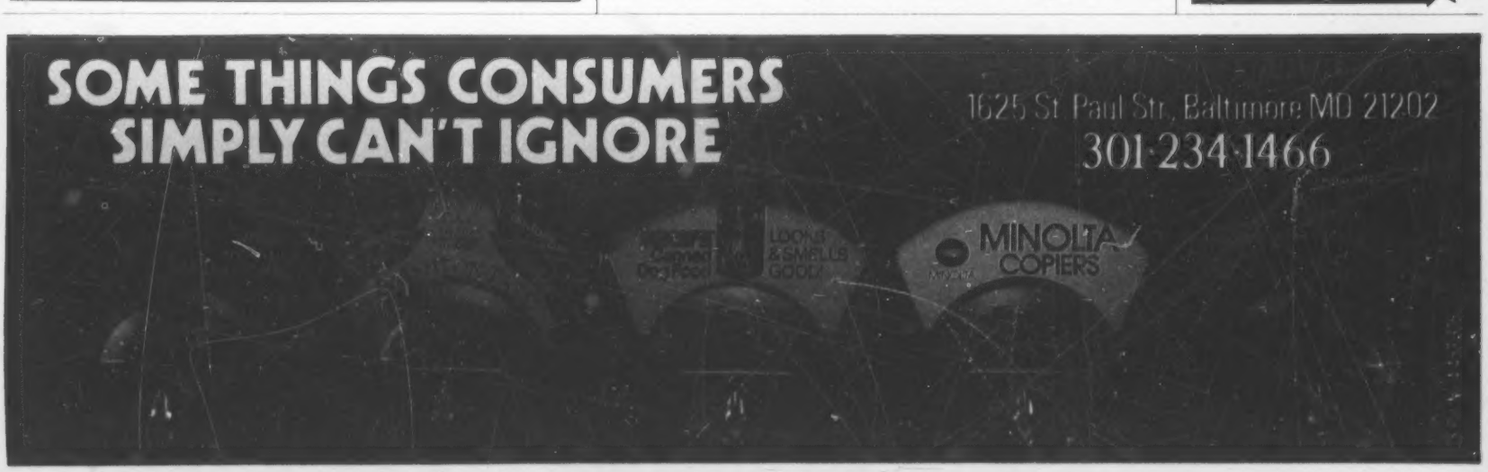
Outdoor advertising already has its own Obie awards sponsored by the Institute of Outdoor Advertising, New York. But The Clio Awards, often described as the ad industry's Oscars, are important in recognizing creative excellence, Mr. Byron says.

Entries for the newly split out-of-home categories are up slightly to 310 in 1986, from 298 the previous year, says Mike Demetriades, senior VP at The Clio Awards, who supervises the print and international competition. A total of 22 entries were selected as finalists from 200 entries for non-standard outdoor, and nine finalists out of more than 100 entries for standard outdoor, he says.

"Outdoor probably won't get its own competition in the near future," Mr. Demetriades says, "unless we really start to get a lot of entries."

Richard Edel is a frequent contributor to Special Report.





Local medium

(Continued from Page S-4)

of TV-only ad scheduling.

New technological developments—computerization is the biggest buzzword—will be changing the face of the outdoor industry in the next few years, according to outdoor watchers. Gannett Outdoor recently announced the U.S. introduction of Superflex, a vinyl fabric that will be used to cover boards that previously used paint or posters. Computer-painted images will have magazine quality reproduction, and special inks developed by Gannett won't fade for more than two years.

Metromedia Technologies, Los Angeles-based subsidiary of John Kluge's Metromedia Co., and the older Computer Image Systems, Torrance, Calif., have entered into marketing agreements with Gannett and will use Superflex with their computerized printing processes. AA

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Aggressive media turning to outdoor in big, bold way

By Janice Steinberg

Media is spending millions of dollars on out-of-home advertising: It's King Kong on top of a building, it's an outdoor board painted to look like a movie marquee, it's a blowup of distinctive magazine cover art.

Whatever the picture, it measures 5% of total outdoor revenues in 1986, according to the Institute of Outdoor Advertising in New York. Radio and television stations, newspapers and magazines spent $60.9 million on painted bulletins and poster panels in 1986, up from $24.8 million in 1980.

Pittsburgh-based Gateway Outdoor, the nation's largest eight-sheet outdoor advertising company reports an increase of 20% in 1986 media participation, with sales up 5% from 1985, says Robert J. Smith, president of Gateway.

Helene Goldfine, VP-director of marketing for New York-based Winston Network, the largest vendor of transit advertising in the U.S., says that the media category moved past liquor, which has 5%, into second place with 19% of total advertising at Winston in 1986; tobacco is first with 23%.

Janice Steinberg is a frequent contributor to Special Report.

Although there is no percentage breakdown of media spending in the $15 million spent on bus-shelter advertising nationally last year, Connie Barry, president of TranStop Minnesota and the Shelter Advertising Association, says media is the largest category of advertiser with 25% of sales at the Minneapolis-based company.

The increasing use of out-of-home by media companies is coupled with a growing level of creativity, says Jack Donahue, VP-public relations at IOA.

"The big image, bold use of color, and minimal copy seem to be the magic formula," says Mr. Donahue.

"The whole industry has advanced in the last few years," says Larry Cognetti, VP-marketing, at Patrick Media Group's corporate office in Scranton, Pa. "Because of the use of computers, we can now target specific outdoor locations to meet client needs by ZIP code, by category, by industry, by ethnic or minority group."

The largest outdoor user among the media, radio, which accounted for 68% or $41 million of outdoor's 1986 revenues from media companies, is fine-tuning its targeting techniques. "They're using research that pinpoints their listeners by ZIP code and looking for outdoor locations within those ZIP-coded areas," says Nicolas Hemes, VP of Los Angeles-based Martin Communications, which has outdoor and mall locations in California and Hawaii.

Industry watchers note two trends in radio's use of out-of-home: a switch from two-or-three-month campaigns to year-round presence, and increasingly refined targeting.

The growth of continuous out-of-home advertising is partly in response to Arbitron's continuous measurement, which began in 75 major markets in the fall of 1985.

However, many radio stations went to year-round schedules prior to the changes in measurement.

KBIG-FM, Los Angeles, placed its message on the city's articulated buses seven or eight years ago. "It keeps our message out on the street," says Joyce

Bose, VP-promotion.

Los Angeles-based "KIIS (FM) has a game going now where you send in a postcard to try to win $5,000 to $50,000," says Bill Crabtree, VP-general sales manager at Gannett Co.'s Outdoor Network in Los Angeles—Gannett owns KIIS.

55% of its out-of-home budget annually on outdoor boards and 45% on other vehicles such as transit and mall posters.

In cable, Atlanta-based Turner Broadcasting System's superstation, WTBS, took a three-pronged approach in a $1 million campaign focused via

Part of an award-winning campaign, movie marquee bulletins promote the movie programming of WTOG-TV, St. Petersburg, Fla.

"They use it as a contest, but they also use it as a tool to locate their listeners." They've established priority ZIP codes, and outdoor can target those areas as no other medium can, says Mr. Crabtree.

KIIS features top personality Rick Dees on its out-of-home ads designed by Los Angeles-based Campbell Powell Thompson Advertising. Dan Acree, director of marketing at KIIS, says the station spends about

super king transit posters.

"We were trying to increase viewership. We were trying to gain subscribers for the cable operator. And we were putting our product in front of the agencies," says Ron Harris, VP-advertising and promotion.

The five-month campaign—last October through December and March and April of this year—ran in Chicago, Detroit, Los Angeles, Miami and New York, where advertising agencies are concentrated. In New York, bus advertising was augmented by subway posters, and in other cities, by outdoor.

Ms. Goldfine of Winston Network sees the WTBS campaign as part of a trend of media companies using out-of-home to attract advertisers. "I think now in the larger markets where there are advertising agencies, the media companies are trying to position their ads to pass by the people who have dollars to spend."

Television's spending in outdoor, although less than radio's, rose to $14.3 million in 1986. "For lack of a better term" it focuses on "star awareness," says Mr. Cognetti.

"They tend to highlight the new [local] anchor team or the new fall programming and the various stars.

"It's worked for them," he says. "Their studies have shown that putting that personality out in front of the programming allows them to garner more market share."

The '87 Obie merit award-winning movie marquee from WTOG-TV, St. Petersburg, Fla., went up last September. Designed by Louis Benito Advertising in Tampa, the six painted bulletins were intended to run for only three-to-four months, says Edward Aiken, WTOG's VP-general manager.

"But the impact was so great, we determined that they should stay up." The boards are now

(Continued on Page S-8)

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Media turning to outdoor

(Continued from Page S-7)
scheduled for an indefinite run, says Mr. Aiken.

The bulletins were augmented in November with a paper showing of more than 190 boards, minus the flashing lights. The total cost of the out-of-home campaign was $100,000, representing 13% of the approximately $750,000 the station spends annually to promote its movie programming, he says.

Although newspapers account for only 6.4% of media spending in outdoor, newspaper advertising creativity wins high honors.

The past three media Obie Awards presented by the IOA have gone to newspapers; and the *Tulsa World* won in both 1985 and 1986.

The 1986 award-winning design, presented in 1987, by Brown Bloyed & Associates, Tulsa, shows the *World* folded into a boat with the copy line "World cruise $7.25" and in small print under the $7.25, "Monthly subscription." Arney Brown, agency president, says the *World* has three 14-by-48 ft. painted bulletins rotated at two

Papers press home their creativity

Outdoor industry watchers praise the creative work for the *Boston Globe*, the *Minneapolis Star & Tribune* and the *Los Angeles Times*.

Several years ago the *Globe* won a number of awards for a board created by Hill, Holliday, Connors, Cosmopulos, Boston, on which two "painters" gradually filled in a front page.

The *Globe's* current campaign featuring its editorial staff has four boards up for a cost of about $250,000 a year, says Sales Promotion Director Jim Regan.

Year-round presence also is an aspect of the *Minneapolis Star and Tribune's* out-of-home strategy. Last fall the *Star and Tribune's* painted bulletin across from the Metrodome pictured the outline of a football player cut out as if he had crashed through the board. The current creative has a three-dimensional baseball umpire who moves his arms to signal "safe."

"The *Star and Tribune* uses outdoor as a base continuity vehicle," says Kevin Lynch, VP-account supervisor at Bozell, Jacobs, Kenyon & Eckhardt.

The *Los Angeles Times* is currently running a major promotion that includes TV, radio and out-of-home.

Sports often figure in boards for the *Minneapolis Star and Tribune*.

The creative, developed by J. Walter Thompson USA in Los Angeles, uses the theme, "We're there for you, every day." The five different out-of-home designs show the face of one of five world leaders—Ronald Reagan, Margaret Thatcher, Pope John Paul II, Mikhail Gorbachev or Deng Xiaoping—each backed by a recognizable landmark such as the Vatican.

—Janice Steinberg

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Advertisers are the primary target of Hearst Magazines' *Redbook* out-of-home advertising. Five years ago the magazine added the *Redbook* juggler—the woman juggling husband, family, job and home—and followed the traditional route of using the ads in trade magazines. Then in 1983 the magazine's agency, Rosenfeld, Sirowitz & Humphrey, New York, suggested using the juggler in transit ads.

The response was so positive, says Promotion Director Sandy Spaeth, that approximately 18 months ago, *Redbook* added outdoor boards to the schedule.

Although magazines are the smallest media buyer in outdoor advertising, the category's spending increased by 600% from 1980 to 1986.

New York-based *Omni* blows up its cover art for New York subway ads and for bus shelters in Los Angeles, Minneapolis/St. Paul, Philadelphia and Washington.

Omni usually couples the shelter ads with television and spends approximately $140,000 annually for shelter space alone, with a total ad budget in excess of $2 million, says Andrew C. Kristiansson, accounts manager at Tilley Marlieb Advertising, *Omni's* in-house agency.

In response to unused space, out-of-home companies often exhibit unusual creative techniques to attract potential advertisers.

Malcolm Bordelon, sales and marketing manager at Carlisle Outdoor in Dallas, says self-promotion has made his company "practically a household name."

Carlisle owns seven painted bulletins equally spaced along a one mile stretch of the Dallas/Fort Worth turnpike. In February it put up a campaign series that started with one cartoon-style cow in a pasture and grew by the sixth board to a bovine herd. The final board says "Herd of Carlisle?" and gives the company telephone number.

All advertisers say that it is virtually impossible to measure the impact of out-of-home advertising; because there are so many factors involved in greater circulation or ratings, the effectiveness is gauged by more subjective criteria.

"You can't really attribute, 'Our sales are up, or viewership is up, or acquisition is up,' although all three of those are up. The real way we have to measure this type of campaign is based on awareness," says WTBS's Mr. Harris.

"We get feedback day in and day out from agencies and from Manhattan Cable," he says. "In fact, Manhattan Cable has gotten such feedback on our transit campaign that they're adapting it for a [Cable News Network] campaign."

When the *Boston Globe* boards stimulate a lot of conversation, "that's the best indicator we have, says Rita Harris, account supervisor at Hill, Holliday, Connors, Cosmopulos in Boston.

"We know that we have a successful board, a great creative, when the town is talking about it."

Outdoor media advertising expenditures

($ thousands)

	1986	% chng. from 1980
Magazines	$211.2	84.4
Newspapers	3,894.7	56.3
Radio stations	41,411.0	59.5
TV stations	14,300.5	56.1
Cable TV	1,121.2	—
Totals	**60,938.6**	**59.4%**

Source: IOA estimated based on Leading National Advertisers reported expenditures

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Thanks to computer scanning at the checkout, Catalina's Coupon $olution allows us to target exactly the customer you want. Your competitor's. We print a coupon right at the checkout and put it in their hands. That means your coupons go directly to new customers, instead of rewarding the customers who would buy your product anyway.

Would you like 4 million new customers?
That's how many customers the Coupon $olution reaches every week. We're in over 250 stores already. And more supermarkets are signing up. After all, Checkout Coupons™ are a great way for supermarkets to encourage customers to come back: the coupons are only good in their store. And nothing could be better than a coupon for your product as incentive.

The Coupon $olution: Instant coupons that get you new customers instantly.
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Utilities find outdoor right on target

By Richard Edel

Southern Bell Telephone & Telegraph is taking a slapstick approach to outdoor bulletins by comparing its Yellow Pages with those of competitors. In one campaign, the Atlanta-based company cautions consumers "How to avoid a case of mistaken identity," showing a Southern Bell directory next to a competitor's product wearing a funny nose and glasses.

The tone may be tongue in cheek, but the objective is quite serious.

It's an attempt to create brand awareness for directories published by Southern Bell's parent company, BellSouth, Atlanta, one of seven regional Bell companies formed by the 1984 breakup of American Telephone & Telegraph Co., New York.

The court-ordered divestiture introduced a new element of competition to the communications industry. One effect is a more visible role for out-of-home advertising among quasi-public utilities.

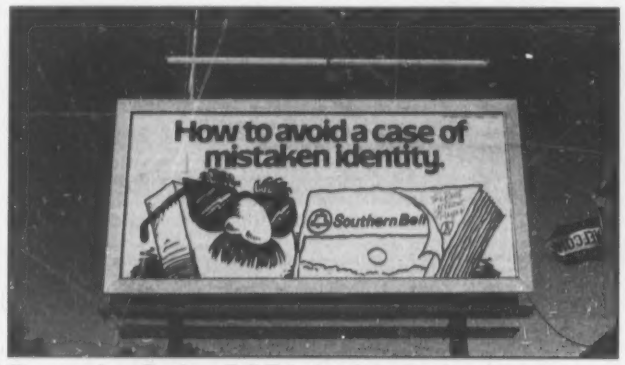
"We've been using a lot more billboard advertising [as part of an integrated strategy] in the last two years," says Neal Clay, manager-corporate information at BellSouth Advertising & Publishing Corp., Atlanta.

"We're striving to create brand awareness for our directories as 'The Real Yellow Pages,'" he says.

BellSouth, which publishes 500 directories in a nine-state area for its two main operating units, Southern Bell and South Central Bell, is in a pitched battle with independent publishers, Mr. Clay says.

The competition is stiff in larger markets, such as South Florida, but it is here that BellSouth can claim some success. Purchase, N.Y.-based R.H. Donnelley Information Publishing, a division of Dun & Bradstreet, announced recently that it is withdrawing a competing Yellow Pages this month from the Dade County, Fla., market.

BellSouth is not alone among utilities and communications companies in turning to out-of-



The portrait on Southern Bell Telephone's outdoor board may be tongue in cheek, but the campaign results are quite serious.

Dear Detroit,

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James Brady

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home advertising, says Andy Weitzer, VP-media research at Outdoor Network USA, a consortium of 36 independent outdoor companies nationwide represented by Gannett Outdoor, New York.

"We're seeing a lot of changes in how outdoor is being used. Years ago, outdoor might have been out of the mainstream, but now it's being used as part of an integrated advertising strategy, particularly in local markets to generate top-of-mind awareness," Mr. Weitzer says.

Nowhere is this more important than when dealing with a company's logo and image, says Rick Janke, communications coordinator for San Diego Gas & Electric.

The San Diego utility company is considering petitioning the California Public Utilities Commission this year to permit the creation of a holding company to own the utility. "If that happens, there will have to be widespread circulation of our new name and logo as part of an integrated campaign," which includes TV, radio and print media, he says. Mr. Janke adds that outdoor suits this strategy well.

Several years ago, the utility created a fully integrated campaign that asked consumers to reduce energy consumption during the peak hours between 11 a.m. and 5 p.m. A simple outdoor ad warning consumers to "Get off the juice" supported TV, radio and print. Post advertising research found the campaign highly effective, Mr. Janke says.

"It was the most successful public information campaign we've ever run," he says. "That was a good message for that kind of medium. It was simple and didn't require a consumer response."

Other utilities are recognizing the ability of outdoor to convey a simple message with impact. Toronto-based Consumers Gas Co. is launching a fully integrated campaign this month in Ontario to promote using natural gas or gasoline in modified vehicles, says Eleanor Abaya, manager-advertising and media relations.

Cars using natural gas go 50% farther on a per-dollar basis, she says. Outdoor boards show a horizon line with the copy, "Drive 50% farther," featuring the logo of Consumers Gas Co.

"It's a simple, straightforward, powerful visual," Ms. Abaya says. "We want people to make the connection between driving 50% farther and Consumers Gas Co. There's a lot of education to be done. Very few people are aware of [natural gas vehicles]."

The campaign is being placed cleverly, she says. The boards will appear on the backs of buses, where consumers and fleet operators will be certain to see it. "Your target is obviously everybody who drives. You're hitting people in the very environment where you'd like to reach them: in the car," she says.

Low-cost targeting also is the reason Northern States Power Co., Minneapolis, is using outdoor to reach likely users of its Budget Helper payment plan, says Michelle Juntunen, manager of paid communications. The utility is using outdoor posters at transit stops in moderate to low-income neighborhoods, she says.

The utility has used outdoor to show that its electric and gas rates are among the lowest in the country and to inform consumers about safety, and community programs.

Advertisers are shifting their media-buying patterns as they seek new media combinations to address changing demographic

(Continued on Page S-12)

Utilities spending in outdoor advertising

($000)

	1986	1985	1984	% 2-yr. growth
Gas power & lighting cos.	$2,866.4	$2,461.9	$1,127.0	154%
Data communication networks	16.3	10.1	5.6	191
Telephone cos. (public & private)	4,025.9	3,524.5	2,377.6	69
Business phone equipment	267.9	175.7	321.1	—
Home phone equipment	85.9	115.4	57.6	48
Cellular radio systems	1,706.4	961.4	702.7	143
Misc. communication & public utilities	1,974.9	934.7	149.1	1,224
Totals	**$10,941.9**	**$8,185.8**	**$4,740.8**	**131%**

Source: IOA estimates based on Leading National Advertisers

How you live may save your life.

You may find it surprising that up to 60% of all cancers can be prevented. By avoiding excessive exposure to sunlight, by not smoking cigarettes, by not overeating and by following a diet high in fiber and low in fat.

The battle isn't over but we are winning.

Please support the American Cancer Society.

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Your market's going places!

Your market is mobile. Whether on the road, driving a hectic hour or more to and from work; rushing to make that commuter flight; heading cross country to close a deal; out to shop; getting the kids to school — or just getting away from it all. Today's consumer is spending more time out of home. And that means a lot of time away from the main thrust of your advertising campaign.

Ackerley Communications reinforces the impact of your print and broadcast communication, to assure result-getting recall of your sales message. In other words, to be there when your market's going places.

Be there with

ACKERLEY COMMUNICATIONS

Outdoor & Airport Advertising

Ackerley outdoor and airport advertising gets them coming and going...on the highway, on the way up, on the way in, on the way out — or, just on the way. Reminding them of *your* product. Convincing them of *your* service. Selling them on *your* advantages.

So, when planning your next campaign, get in touch with Ackerley Communications. On the road, or at the airport, we're in all the right places.

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Boston (617)438-8880
Florida (305)757-5563
Northwest (206)624-2024

ADSHELTERS, INC. (305)757-5565

Utilities

(Continued from Page S-11)

and TV viewership patterns, says Jack Donahue, IOA's VP-public relations.

The inability of daytime TV to reach working women, and the increasing use of VCRs during prime time programming, for example, are just two reasons why advertisers are paying closer attention to the out-of-home media. "Most advertisers are working under the mandate that they examine alternative media," Mr. Donahue says.

Additional factors include rising competition in certain categories, such as long-distance and cellular telephone service, says Gerard Joyce, president of Scranton, Pa.-based Patrick Media Group, the nation's largest outdoor media company, with reported revenues of $220 million in 1986.

"Four years ago, advertising for cellular telephone service was virtually nonexistent. Today, it probably represents 5% to 6% of our business. It's really come on," Mr. Joyce says.

Cost is a critical factor, says Pam Eldridge, general manager-PR, for BellSouth Mobility, the Atlanta-based cellular unit of BellSouth. "If you only have so many dollars available, outdoor becomes more attractive because it's so cost effective."

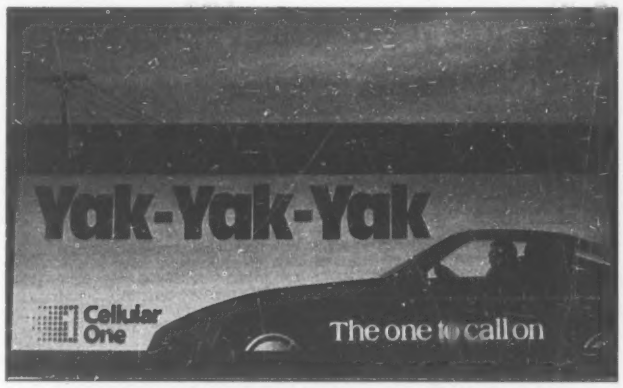
BellSouth Mobility is adapting out-of-home media in 17 major markets in the Southeast, served by 14 cellular systems. It is using outdoor to expand on its theme, "The fun company for your car," to include boats in the South Florida market and trucks in others, she says.

Although out-of-home represents the smallest measured media category, it had the largest percentage increase of any media category, up 35%, from 1985 to 1986 among communications and utilities companies, based on an analysis of Leading National Advertisers and Broadcast Advertiser Reports by Outdoor Network USA, New York.

In measured spending for the two categories in 1986, network TV was second in terms of percentage gain, up 14% to $206 million; followed by spot TV, up 9% to $303 million. Magazines fell 6% to $150 million; spot radio dropped 12% to $24 million; newspapers decreased 24% to $5 million, according to Outdoor Network USA.

The biggest advantage in using outdoor bulletins is targeting, says Jim Robertiello, advertising manager at NYNEX Mobile Communications, Pearl River, N.Y. NYNEX has used outdoor effectively in promoting its cellular telephone services.

"In our case, our purpose was to reach commuters. Our prime customers are people who are stuck in their cars on the freeway. You can't get any closer targeting than that," Mr. Robertiello says. AA



Cellular One won an Obie Award for Kansas City, Mo.-based Harmon Smith Advertising's "Yak-Yak-Yak" outdoor board.

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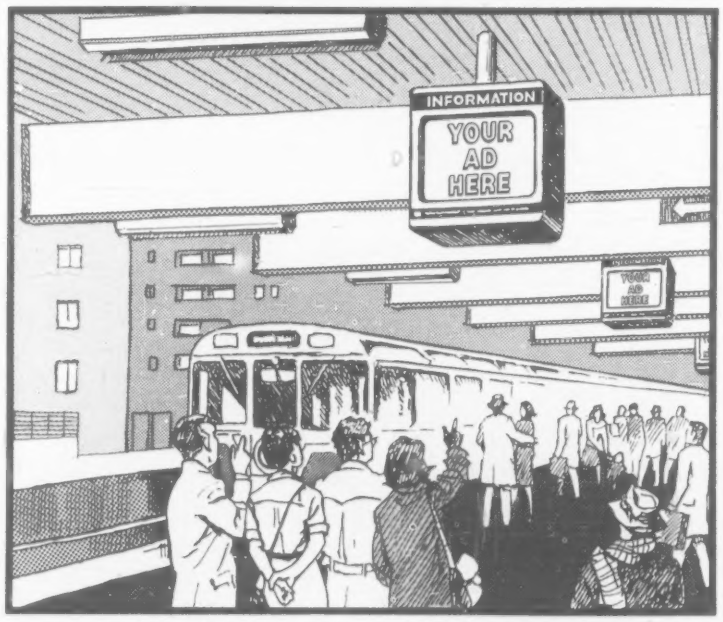
WITH VIDEO MONITOR ADVERTISING



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